CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Form Two Production Groups

Carillon, Canam and Bryan Foy Will Make Films in Canada

Latest news of production in Canada is that two new domestic companies, Canam Film Productions, Inc., and Carillon Pictures Limited, will make a series of films and that Bryan Foy, Independent producer for the Eagle Lion Studios of Hollywood, is considering one about the Royal Canadian Mounted Police.

Carillon Pictures, which has an ambitious program of features, documentaries and commercial films, is headed by Mel Turner as president, while George H. Beeston is secretary-treasurer and David J. Ongley of the legal firm of Lawson, Stratton, Green

(Continued on Page 3)

French Color At B&W Neg Rates?

A revolutionary new color motion picture process was demonstrated recently in Paris by Armand Roux, who, with his brother Lucien, invented "Roux-color," reported to be remarkably realistic and to cost no more basically than ordinary black

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USA Pic Writers Sue Producers

That the motion picture producers of the United States and their trade associations had combined to govern the political views and associations of persons in the motion picture production field was charged in the New York Federal Court by 30

(Continued on Page 11)

Major Alterations In Theatres

Famous Players reopened its Palace Theatre, Cornwall, Ontario, on June 2nd after a program of alteration which required a major financial expenditure. It's practically a new house, having been almost entirely rebuilt, and the seating has been much increased over its previous 753.

Sam Merlina's Berford Theatre in Wiarton, Ontario, also reopened with appropriate ceremonies after alterations costing $10,000.

The Broadway, Regina, will spend $30,000 to renovate.

Promotions Made By Dom'n Sound

Several promotions and organizational changes in the Montreal and Toronto districts were recently announced by Dominion Sound Equipment Limited.

In the Montreal territory W. E. Carrick, former district service supervisor, has been named

(Continued on Page 3)

Fourth Cinecolor Pic

Pine and Thomas' fourth production in Cinecolor for Paramount release will be "Captain China."

Censorship Big Biz In Ontario

Revenue of the Motion Picture Censorship and Theatre Inspection Branch of Ontario's Treasury Department for the fiscal year ended March 31st, 1947, was $206,472.32. Of this amount, $117,506.50 represented censorship fees, $88,593.40 theatre and other licenses and $372.42 from miscellaneous sources.

Expense for the branch listed in the public accounts amounted to $55,447.28. The salary portion of that total was $44,523.52.

Revenue for the previous fiscal year was $199,016.03 and expenses $38,680.51.

Figures for the fiscal year ended March 31st, 1948, are not available yet but the report of O. J. Silverthorne, chief censor, gave the number of theatres as 448 compared with 421 in the previous 12 months. The censors viewed 533 feature subjects.

Louis Lumiere Dead, Made First Movie

Considered in France and other countries to be the co-inventor of the motion picture, Louis Lumiere died recently on the French Riviera at the age of 83. In December, 1895, Louis Lumiere, as a climax to experiments carried on by him and his brother, Auguste, helped stage the first screen show in a Paris cafe, for which the receipts totalled 35 francs. At that time in the United States the Edison Kinetoscope, a peep-show device, was still in use and the American inventor's moving pictures were not exhibited publicly until April, 1896.

(Continued on Page 3)

WB Buys Novel

Warner Brothers has purchased Jack Rose's "Something About the Irish," which will be produced by Jerry Wald.

'The Emperor Waltz' Hitting New Highs

"The Emperor Waltz" is breaking numerous records in its Los Angeles premiere engagements at the Hollywood Paramount and Downtown Theatres, topping the peak business of the war-boom years. The Bing Crosby-Joan Fontaine Technicolor starring picture played to an attendance of more than 80,000 during the first five days of its run.

At the Hollywood Paramount "The Emperor Waltz" is establishing new all-time records for both attendance and receipts.

Purchase Property

Two men have purchased a site in St. Thomas, Ontario, for the erection of an independent theatre. Condition of sale was that City Council would issue a permit for the theatre.

MGM Will Release Four Enterprise Pix

Enterprise Production has signed with Metro-Goldwyn-Mayer for the domestic distribution of four Enterprise films, including the recently completed "Natural Impulse," (formerly "No Minor Vices"); the current "Tucker's People," the projected "Wild Calendar" and one unspecified film not decided on as yet.

Goldwyn And Korda To Film 'Pimpernel'

Samuel Goldwyn and Sir Alexander Korda have concluded an agreement for the filming of "The Scarlet Pimpernel," with David Niven as the hero of the Baroness Orczy novel.

It will be filmed in England with Emerich Pressburger and Michael Powell as producer and director respectively. Production starts upon Niven's arrival in London late in July after completing "Take Three Tenses," the Goldwyn production for RKO Radio release.

Korda will distribute "Pimpernel" in the Eastern hemisphere and Goldwyn in the Western.

A TWO MILLION DOLLAR CINECOLOR SPECTACLE FILMED ENTIRELY IN CANADA!

James Craig • Joan Leslie • Jack Oakie in 'Northwest Stampede'

An EAGLE LION (Hollywood) FILM coming SOON from INTERNATIONAL FILM DISTRIBUTORS Limited

NFB Moves Miller To Winnipeg Office

Tom Miller, well-known Canadian newspaperman and theatrical representative in the National Film Board's Vancouver office for the past two years, has been transferred to the NFB office in Winnipeg, it has been announced in Ottawa. From Winnipeg, Miller will supervise NFB theatrical affairs throughout British Columbia, the Prairies and Northwestern Ontario. He replaces Sam Miles who recently resigned to go into private business.

Veteran of World War II, Miller is a native of Calgary. He has been with NFB since 1945, when he retired from the Royal Canadian Regiment with the rank of captain after army service in England, Italy and Northwestern Europe where he was twice wounded and mentioned in dispatches. Before he enlisted at the outbreak of war, he worked on newspapers in Calgary, Halifax and Hamilton. His brother, also a prominent Canadian newspaperman, is Hal Miller, now in Washington, DC.

'My Dear Secretary'

Producer Harry Popkin has signed Rudy Vallee and Florence Bates for featured roles in "My Dear Secretary," his forthcoming film for United Artists release.

Laraine Day stars with Kirk Douglas in "My Dear Secretary."

HERE'S YOUR CHANCE TO HELP

Did you ever have a kid look into your eye to see what's in your heart? You have to be a hard-hearted citizen to know what a kid needs and not give it to him —or help him get it.

Ontario's crippled kids need a vocational guidance school to help them take their places in life when they grow up. The Variety Club of Toronto will establish one, for which the ground will be broken next month.

For Variety Village, the name of the project, an initial fund of $100,000 is required. It stands now at $82,000. The baseball game on June 21st between the Toronto Maple Leafs and Jersey City can add $30,000 to this fund.

You and your friends will want to help the crippled kids through the Heart Fund, in which such earnings are deposited. Tickets to the ball game are available now from many sources. You may purchase some for your own use or, like so many others, buy a block for resale to friends.

Many have made donations to the heart fund and these are deductible for income tax purposes. Tickets for the amount of the donation will be given you, and these can be tossed into the pool for underprivileged children, so that they can enjoy the game.

You'll want to help, along with the rest of us.

Release Title Set

"The Golden Eye" has been set as release title of Monogram's Charlie Chan film formerly known as "The Mystery of the Golden Eye." Roland Winters is starred in the title role, and William Beaudine directed for producer James S. Burkett. Shooting has been completed.

Bernds Megs 'Blondie'

Edward Bernds has been assigned by Columbia to direct "Blondie's Secret," next in the popular series based on Chic Young's comic strip. Penny Singleton, Arthur Lake, Larry Simms, Marjorie Kent, Jerome Cowan and Daisy again head the cast.

What's This! Fly-in, Drive-in Theatre

A Fly-in, drive-in theatre, the first anywhere, was opened near Asbury Park, New Jersey, recently.

The outdoor movie operated by Edward Brown, Jr., a former Navy flier, can accommodate 500 cars and 25 planes. Landing at the airstrip adjoining the theatre, planes are taxied to a ramp facing the screen and equipped with individual speakers permitting the pilot and passengers to view the show from the cabin of the plane.

When the patrons arriving by plane are ready to leave, a jeep service is provided to haul them back to the landing strip for a take-off.

In Waltham, Massachusetts, a permit has been granted for a canoe-in theatre.

York Council Nixes Permit For Drive-in

Council of North York refused to issue a building permit recently to Skyway Drive-in Theatres Limited to start construction on a theatre on the northern outskirts of Toronto after having granted the company the right to purchase the property.

Reason advanced was that it might create a traffic hazard and approval of the Roads Commission and the Department of Highways was wanted first.

J. ARTHUR RANK
Presents
Ursula Jeans
Jean Simmons
Cecil Parker
in
The Woman In The Hall

Based on the novel by
G. B. STERN

Directed by JACK LEE
Produced by IAN DALRYMPLE

A WESSEX FILM

An EAGLE-LION Release

It's a problem!

"Do you see the same picture in the cheap seats?"

Lumiere, Inventor Passes in France

(Continued from Page 1)

Many of Lumiere's early inventions were joint developments with his brother, who subsequently became an eminent biologist and chemist in the field of medicine.

Lumiere was also a pioneer in color photography, and developed autochrome plates and other photographic processes. He was acclaimed throughout his last years by motion-picture leaders as one of the founders of the industry.

The Lumieres were sons of a photographer, Antoine Lumiere, who established himself in Lyon when the boys were young. The father failed in his business of manufacturing a new tintype process when Louis was 17 years old a year after he had quit school because of ill health. The two boys and the father worked for several years until the factory was a success and they paid off the debts of the business. After the business prospered the boys returned to their studies.

Louis then went into chemistry, and early began work on a picture process which he completed in 1894.

Throughout his life Lumiere continued to work upon improvements of his process and his color photography, but he dropped from the limelight with the development of the motion picture industry in the United States.

Lumiere was honorary president of the French Chamber of Cinema and president of the council of the French Society of Physics. He was a member of the National Conservatory of Arts and Trades, the National Office of Inventions, the Institute of Optics and the French Academy of Sciences. Since 1935 he had been a grand officer in the Legion of Honor.

'In This Corner'

"In This Corner" has been set as the release title of Eagle Lion (Hollywood) Films' production formerly titled "Born to Fight."

'Battleground' To Be RKO's Biggest Film

"Battleground" is announced by RKO as its biggest production for the new season. Based upon factual incidents of the battle of Bastogne, better known as "The Battle of the Bulge," it will be produced by Jesse L. Lasky and Walter MacEwen in co-operation with the War Department, presented by Dore Schary, and enacted by a cast headed by Robert Mitchum, Robert Ryan, Bill Williams and two others yet to be named.

Form Two Dominion Product'n Groups

(Continued from Page 1)

and Ongley, is vice-president. Both Beeston and Ongley are well known in Canadian motion picture circles.

Robert Montgomery (not the actor) of Canam, executive producer, and Foy were in Toronto at the same time last week in connection with their intentions. The latter also completed arrangements for the world premiere in Calgary of Eagle-Lion's "Northwest Stampede," to take place in mid-July. The Cinecolor film, which stars James Craig, Joan Leslie and Jack Oakie, was directed by Al Rogell in Edmonton last summer. In keeping with the Canadian Co-operative Project of the Motion Picture Association of America, the beginning and the end of "Northwest Stampede" will offer special acknowledgments to Canada for making the film possible. The spectator will be reminded of Canada's tourist attractions, among them the Calgary Stampede and the Duke of Windsor's Alberta Ranch, both shown in the film. The film will be released in Canada by International Film Distributors.

Foy, who says he will spend over $300,000 on his RCMP film, visited Ottawa earlier and praised the quality of those National Film Board subjects seen by him. For his planned feature he will bring several key men to work with Canadian technicians and actors.

Although not limiting itself in scope, Carillon Pictures plans to centre its activities upon historical productions, believing there is a large need for this type of picture, particularly where Canada in her relation to the world market, is concerned. With a dominion charter, the company may operate unhampered anywhere in Canada. Although head office will be located in Montreal, a branch office will be maintained in Toronto.

"Mel" Turner, as he is better known within the industry, has had a varied and extensive career in motion picture production. At various times he has been a producer-director for Associated Screen Studios and Shelly Films and for the first year of its operation, was production manager for Queensway Studios, Toronto. Prior to his becoming associated with the motion picture industry, he was well known throughout Canada and the United States as a theatrical producer of dramatic and musical shows. He brings to the new company a wealth of experience in all phases of motion picture production.

At present no plans for erection of a studio or the acquiring of extensive properties are contemplated by the company. Existing facilities will be utilized, with all attention to be centred on production. Several releasing deals have already been offered and are being considered. Commitments for color negative have been secured and negotiations are under way for its processing. The company has embarked on an exhaustive search for good Canadian talent and a casting department is to be inaugurated in connection with production plans.

Several first-class story properties have been acquired, Turner states, and production of the first of these will get under way within a few months.

Turner's outlook for professional Canadian feature production is bright. "Just as England had to go through its trial period insofar as motion picture production is concerned," he stated, "so Canada is experiencing its growing pains. It isn't an easy proposition. Considerable 'cold water' has been thrown on Canadian plans for feature production but this was always the way when anything worth-while was contemplated. However, good talent exists in Canada along with good technical personnel and studio facilities. Those who are pioneering in the work of creating good pictures in the Dominion will find that this country as well as England, Hollywood, Mexico and a dozen others, can become a recognized production centre."

Montreal offices of Carillon Pictures are located at 4129 Dorchester St., West, until satisfactory permanent quarters can be secured.

First film to be made by the Canam group, "The Gallant Greenhorn," will get under way in August in British Columbia or Alberta, Montgomery states. It will cost $250,000 and $50,000 will be added to that if Cinecolor is decided on. The second production will be Jody's "Blue Hour," of Crime Club origin, and the facilities of Quebec Productions Corporation may be used for it.

"The Gallant Greenhorn" will be based on the CBC radio show of that name, originally broadcast in 1947 and repeated last week. A condensed stage version of it, directed by Sydney Banks, was featured at the International Trade Fair in Toronto.

Four Canadian business men not connected with the motion picture industry are behind Canam, says Montgomery, who is well-known in Canada because of his frequent visits here as a key advertising and publicity executive for several top companies.

Much has been promised by the Canadian Co-operation Project, which seems to be an alternative to freezing remittances to the USA as an aid to Canada's dollar position, but the real work is still to start. In the meantime the Hollywood Reporter of a recent issue carried a story headed "Canada Coin Freeze of Films Looming."

Audio Pictures, Canadian studios located near Toronto, will make three features for Monogram release and six short subjects to be handled internationally by Columbia. This production activity, originated by Audio, appears to have no relationship to the Canadian Co-operative Project, which seems to lack the whole-hearted support of Canadian producers. They feel that a more specific arrangement regarding retention of remittances would have boosted Canadian production and at the same time helped the dollar situation.

Promotions Made By Dom'n Sound

(Continued from Page 1)

manager of equipment sales and service and J. M. Cohoe, senior service engineer whose headquarters were in Hamilton, has been appointed district service supervisor.

In the Toronto area the changes were as follows:

F. S. Hastie, district service supervisor has been upped to the position of manager of equipment sales and service.

V. Sharp, district engineer, has been promoted to the post of district service supervisor.

B. W. Dunning has been transferred from Montreal to Toronto as office manager.

Buys Flynn Vehicle

Warners has bought John Twist's "Dallas," as a starring vehicle for Errol Flynn.

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IN THE GREAT TRADITION
The strangest desperado the West has ever known!
FOUR
FA
The Enterprise Studios present "FOUR FACES WEST"

OF GREAT WESTERNS... AND GREAT PROFITS!

MISTER EXHIBITOR...

Here is your answer to your 'summer-time boxoffice blues'—whether it be a key-city de-luxer or a whistle-stop 'now-and-thener'... 'FOUR FACES WEST' IS YOUR PICTURE!

Produced on the same grand scale as 'STAGECOACH' with that 'extra something' reminiscent of 'THE OUTLAW'!... it's the CRACKLING, SIZZLING, THRILL-packed, ACTION-jammed drama of the strangest desperado the West has ever known... hunted from the Black Hills of the Dakotas to the Badlands of New Mexico!

'FOUR FACES WEST' is a great picture... as BIG as the great outdoors it so majestically and breathlessly interprets!

Book **'FOUR FACES WEST'** Now From Your Nearest UNITED ARTISTS EXCHANGE!

starring Joel McCREA · Frances DEE · Charles BICKFORD ... in UA

Record Bookings, States 20th-Fox

Twentieth Century-Fox bookings and revenue for the first half of 1948 will set an all-time high for the company, it was revealed by the six divisional sales managers, including Arthur Silverstone of the Canadian, at their recent dinner in the Sert Room of the Waldorf-Astoria Hotel in New York. The banquet was in the nature of a testimonial to Andy W. Smith, Jr., head of the distribution department, on the completion of one year with the company and it also launched the Andy Smith Anniversary Month celebration.

Some 120 persons, including members of the company and guests, heard speeches by Murray Silverstone, Otto Koegel, Hon. Frank Walker, Hon. William Powers, F. C. Gehring, Charles Schlaifer and Lowell Thomas. Spyros P. Skouras, president of 20th Century-Fox, acted as toastmaster and thanked his colleagues for the co-operation and support they had given him.

The division chiefs told Skouras that by the end of June the company sales records in terms of revenue and circulation of feature pictures would set a new high.

They also reported that during this June alone more theatres in the United States and Canada will show 20th Century-Fox product than in any prior month in the company's history.

Darryl F. Zanuck, vice-president in charge of production, via wire, complimented Andy Smith and his organization for breaking company sales records and for the success of the new policies introduced by Andy Smith during his first year as general sales manager.

He said that the studio was prepared to maintain its present schedule of quality boxoffice attractions, and announced that all pictures to be released for the remainder of the year have been completed except for "Yellow Sky" which has gone into work.

He also announced the completion of the first two of next year's releases, namely "The Snake Pit," starring Olivia de Havilland, and "That Wonderful Urge," starring Tyrone Power and Gene Tierney.

Zanuck also stated that in the next two months seven additional pictures scheduled for 1949 release would be in production. These are "Letter to 3 Wives," "Sand," "Chicken Every Sunday," "The Fan," "Living With Connie" in Technicolor, an untitled comedy starring Clifton Webb as the Belvedere of "Sitting Pretty" fame and an untitled story based on the book "Hearts and Checks."

How Not to Lose an Audience

You'll appreciate the resourcefulness of Jim Hardiman and Vic Nowe, manager and assistant manager of the Odeon Danforth, Toronto, on reading what is to follow. You might even borrow a good idea or two.

They ran into "one of those things" — a power break. But no ordinary one. This lasted for two hours and 40 minutes. Not only that, but this power break took place on a Saturday night from six to 8.40 p.m.

Recordings were played for 45 minutes, during which time the exit doors were open, giving the theatre a summer atmosphere. When it became apparent that the break would last longer than 30 minutes — Hydro info passed on to the audience —Hardiman led a sing-song from the stage. When the Odeon kid club slides ran out, after there had been men vs. women sing-songs and other time-killers, the audience was asked to suggest the numbers.

Fortunately an earlier call for a piano player brought a woman from the audience to accompany the singing. So Jim got an idea, when the songs ran out, to have an amateur contest. A ten dollar first prize and a little coaxing brought plenty of participants. After that a jitterbug contest, suggested by a member of the audience, occupied the time. And soon the power was back.

When the green light finally came on from the booth the house was still full and even the standees had remained. The only people who left were those lined up outside and these had been informed that there was no use waiting.

Those boys, led by Jim Hardiman, certainly used their noodles to keep the people in the theatre and the bucks in the boxoffice.

At the Ace Theatre Morris Appleby also engaged the interest of the audience for the time of the break and lost nary a customer.

Unholy Matrimony

A HUMAN DOCUMENT indeed is the one found among yellowed legal files of Peoria County, Illinois. It was old when it was discovered in 1877 and reported in the Walnut Valley Times of Eldorado, Kansas, among other newspapers:

In those unsettled areas many settler established themselves without ordained officials of the church and in places where the highest representative of the law was a Justice of the Peace.

This document reveals that one Justice of the Peace to-be was presented with a problem in those days of isolation and irregular mail, since the certificate of office would make him the only person in the settlement who could perform a marriage.

His wisdom was shown by the following entry:

"Peoria County, State of Illinois:

To all the World, Greetings:—Know ye, that John Smith and Polly Myers is hereby intitled to go together and do as old folks does any where inside Copperas precict, and when my commishun comes I am to marry 'em good and date 'em back to kiver accidents.

O. M. R.—Justice Peace."

For the services rendered these and other young lovers, this pioneer should have been immortalized, whether or not he received his "commishun."

SMALL-TOWN journalism is—or was in other years—more potent than big city newspapering. A citizen inserted a notice not unlike those so familiar today.

"I, Josh Ripplesnade of Horsetrough Hollow, will not pay any debts contracted by the woman known until recently as my wife," it read.

In the next edition the following notice appeared:

"My former husband, Josh Ripplesnade of Horsetrough Hollow, should have saved his money. It's not likely that I could get credit on his account for, since he doesn't pay his own debts, nobody would count on him to pay mine."

Variety Marshall Award in Wash.

The annual Humanitarian Award Dinner of the Variety Clubs, International, at which the Hon. George C. Marshall, USA Secretary of State, will receive the 1947 presentation, will be held at the Statler Hotel in Washington, DC, September 18th, 1948, according to a statement issued by John Harris, big boss, and Bob O'Donnell, international chief barker. It will be under the direction of Carter Barron, first assistant international chief barker.

Presentation to Marshall will be at the mid-year meeting of national canvasmen, representatives and officers, because at the time of the Variety convention in April at Miami Beach when the award would normally have been made, Marshall was away at an international conference in South America.

While full details of the dinner have not been set as yet, the probabilities are that O'Donnell will act as toastmaster and Harris will present the plaque, with Albert Rowswell, chairman of the Humanitarian Award committee, participating in the ceremonies.

The mid-year meeting has been set by O'Donnell for September 16th, 17th and 18th to coincide with the dinner and allow as many members as possible to attend the banquet, which will be strictly stag and black tie. Officers and barkers from any tent who wish to do so may attend the meeting and dinner.

Barbara Ann Scott Turns Professional

Barbara Ann Scott, world's champion woman skater from Ottawa, has turned professional with the signing of a contract with the Music Corporation of America Artists Limited, it was announced by Robert V. Hicks, Toronto lawyer, who has been handling her affairs.

Miss Scott will continue her charitable activities by making her services available to the St. Lawrence Foundation, the object of which is to promote the welfare of crippled or otherwise underprivileged children. MCAA will also act for the Foundation as agent.

It is expected that the MCAA will shortly accept one of several lucrative movie offers in behalf of their client. One of the largest and most important artists' agencies, the Music Corporation will deduct the usual 10 per cent from Miss Scott's earnings as its fee for handling her business and contracts and will guide her in accepting the most advantageous offers.

THE PICK OF THE PICTURES

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REVIEWS INFORMATION RATINGS

Vol. 13, No. 24 | REVIEWS FROM FILM DAILY, NEW YORK | $2.00 Per Annum

The Sainted Sisters

with Veronica Lake, Joan Caulfield, Barry Fitzgerald

Paramount 89 Mins.

FAIR COMEDY DRAMA HAS NAMES TO ASSIST; STORY IDEA SUSTAINS INTEREST.

Plodding staunchly and digging hard and deep for laughs this one manages to get itself over the hurdle, become a fair sort of light entertainment. The names of the leads will assist in luring trade.

As a pair of confidence women, Veronica Lake and Joan Caulfield, sisters, are making for the Canadian border after taking a victim for $25,000. They are forced to stay overnight in a small Maine hamlet. Time of this escapade is about the turn of the century.

The girls move in with Barry Fitzgerald. He's a tombstone carver. He learns of their loot. Next day they prepare to scram but Fitzgerald comes into possession of information which compels them to stay and play it his way. He is a kindly old guy, given to helping the unfortunate. Also, he knows the law wants the girls.

Fitzgerald gets control of their money. In short order the prayers of the town's unfortunates are answered and Fitzgerald does not hesitate to tell the recipients of good fortune who is responsible.

The townspeople look upon the girls as saints. Everything is sweet with the warmth of human kindness. The girls even fall in love with George Reeves, local tinker. An electric power scheme is planned for the town. Beulah Bondi will match any amount the town can put up. The balance of the girls' loot is offered by Fitzgerald. Miss Lake, the brains of the pair, plans to make off with all the dough. At the last moment, however, she reforms, hands it over to Fitzgerald. They go to jail, are later released and return to Grove Falls to be married.

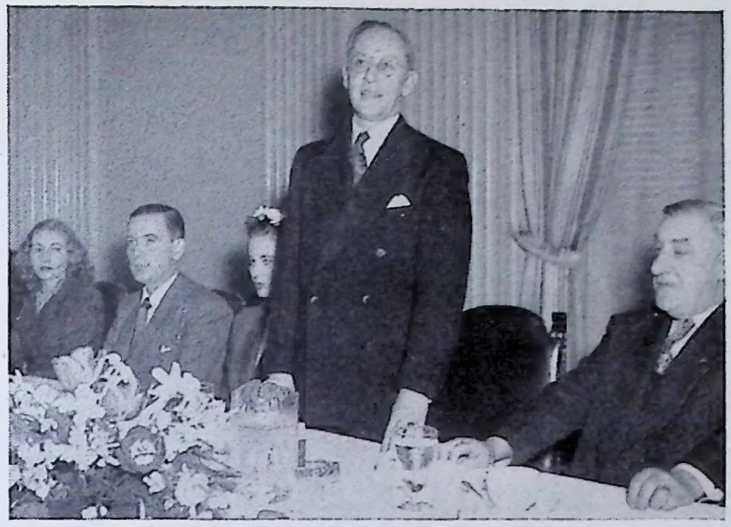
Good deal of comedy derives from the place of concealment of the girls' money — in Miss Lake's bustle.

CAST: Veronica Lake, Joan Caulfield, Barry Fitzgerald, William Demarest, George Reeves, Beulah Bondi, Chill Wills.

CREDITS: Producer, Richard Maribaum; Director, William D. Russell; Screenplay, Harry Clork, N. Richard Nash; Adapted by Mindret Lord; Based on a story by Elisa Blaik and a play by Elisa Blaik and Alden Nash; Photography, Lionel Lindon.

DIRECTION, Fair. PHOTOGRAPHY, Average.

Banquet For Odeon President



Hon. J. Earl Lawson, KC, Odeon president, was guest of honor at a recent banquet given by Odeon's BC personnel during his western tour. Seen in the above photo, in addition to Lawson shown standing, are, from the left, Art Graburn, booker; Earl Hayter, district supervisor; and J. Howard Boothe, district manager.

Good "SHOW" Judgment

re-seat with
KROEHLER
Push Back
theatre chairs

Canadian Theatre Chair Co. Ltd.
40 St. Patrick St. Toronto, Canada

The Miracle Of the Bells

with Valli, Fred MacMurray, Frank Sinatra

RKO 126 Mins.

AN INFREQUENT, RARE GOOD DRAMA; POWERFUL ATTRACTION FOR WOMEN; PERFORMANCES OF TOP CALIBRE, FILM VERSION OF BEST SELLER WILL NOT DISAPPOINT READERS.

Jesse L. Lasky and Walter MacEwen have produced here a strange, rare and strongly affecting drama. In its content it has a profoundly different theme that engrosses one and unfailingly maintains a strong grip on imagination.

MacMurray is in show business. He's an advance man for a musical when he meets Valli who is trying to get started in her career as a burlesque hoofer. He suggests that the stage manager "give the kid a break." Later she's playing in stock, still later she's a stand-in in Hollywood. Her background is the Pennsylvania coal-town, her parents Polish, her name Olga.

Pressagenting for the studio MacMurray meets her when a film about Joan of Arc is shelved because of a temperamental star. Dining with Valli that night MacMurray sees her in the star part. She auditions. Next day he sells Lee J. Cobb, the producer. Valli gives the role everything she's got, collapses, dies of tuberculosis, an ailment caused by childhood environment.

It was her wish that she be buried in her hometown, from Sinatra's church, with bells pealing. There are five churches. MacMurray overdraws his checking account so that they will ring bells round the clock. This proves of national press interest. Lee J. Cobb maintains his stand —the film will not be released.

On the day of the funeral two life-size statues turn on their pedestals so that they face the coffin during the requiem mass. The event is considered a miracle. It can be explained by Sinatra.

The nation-wide interest impresses Cobb. It is decided to release the film and erect a hospital in Coaltown in memory of Olga and for treatment of the lung disease.

CAST: Fred MacMurray, Valli, Frank Sinatra, Lee J. Cobb, Harold Vermilyea, Charles Meredith, Jim Nolan, Veronica Pataky, Philip Ahn, Frank Ferguson.

CREDITS: Producers, Jesse L. Lasky, Walter McEwen; Director, Irving Pichel; Screenplay, Ben Hecht, Quentin Reynolds; Based on the novel by Russell Janney; Photography, Robert de Grasse.

DIRECTION, Fine. PHOTOGRAPHY, Excellent.

WORLD P
AT THE AS

TRADE PRESS SAYS...

"ALTOGETHER TERRIFIC... AN ALL-OUT TREAT FOR ANY TYPE OF AUDIENCE."
—M. P. HERALD

"Belongs strictly in the 'can't-miss' category . . . Will have great therapeutic value for whatever it is that's ailing the boxoffice."
—DAILY VARIETY

"Skedded for top biz . . . certain to please every audience strata and send them away happy."
—FILM DAILY

"A formidable boxoffice magnet . . . every member of the family will want to see it."
—SHOWMEN'S TRADE REVIEW

"High-spirited musical blend of fun and fantasy . . . Assured appeal for all ages." *—M.P. DAILY*

"Should strike wide appeal . . . There's meat for all . . . Rates top credit."
—VARIETY

"Unreservedly recommended . . . Will deal out full satisfaction to every segment of the audience."
—INDEPENDENT FILM JOURNAL

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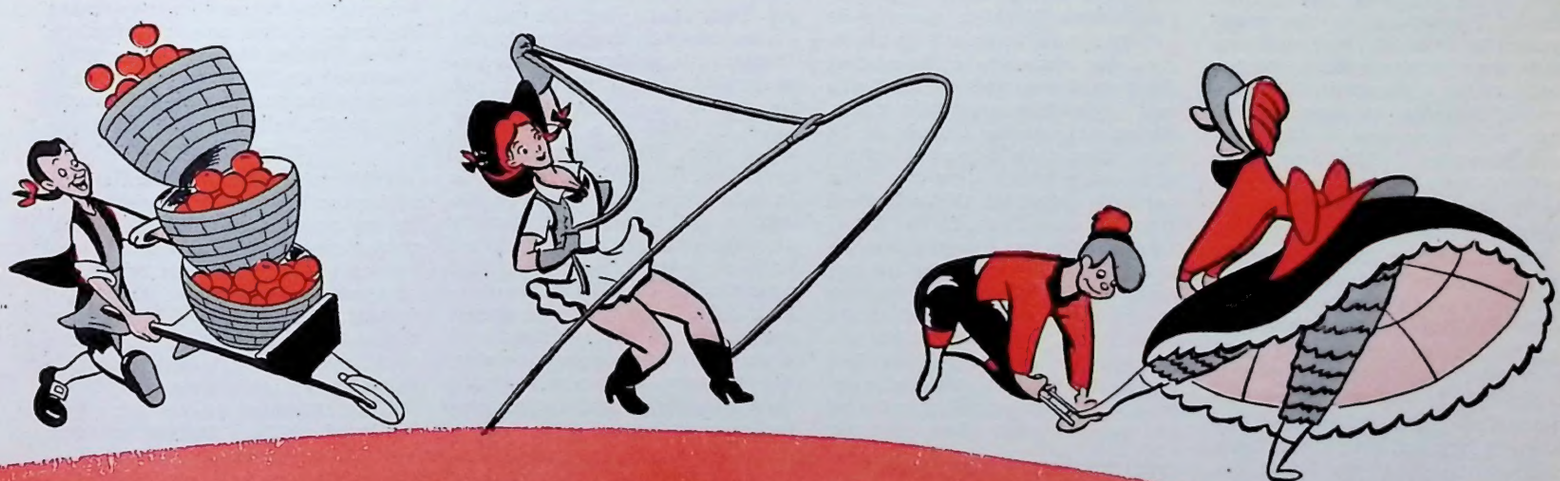

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USA Gov't Report On Our Industry

(Continued from a Recent Issue)

Exhibition

In 1946 Canada had 1,477 theatres with a total of 758,642 seats, and box-office receipts totaled $59,888,972. In the Province of Quebec 40 theatres were built or started during the year ending July 31, 1947. The number of paid admissions in 1946 was 227,538,798 or an average of about 4,400,000 weekly. Attendance in 1947 was good, except for a slight slump during the Spring, and was no doubt better than in 1946.

Admission prices, frozen during the war, can now be increased but exhibitors have not raised them. The average charge, 26.3 cents, is believed to be considerably lower than in the United States. The range is from 20 cents to 90 cents plus. The per capita expenditure (including amusement tax) on motion-picture entertainment increased from $5.61 in 1943 to $5.77 in 1945, and $6.15 in 1946.

Shows are usually given continuously daily except Sundays in the urban centres. In the Province of Quebec they are given on Sundays as well. In neighborhood theatres and in small towns films are usually shown 2 nights a week, with matinees on Wednesdays and Saturdays. The "repeat" business is extremely good.

Audience preferences are very similar to those in the United States. Province of Quebec audiences like musicals, and westerns and other "action" films. Double features were shown in 57.4 percent of Canadian theatres in 1946 and single features in 42.6 percent. However, in the large cities double billing is much more generally the rule, in Montreal only three theatres show single bills.

The J. Arthur Rank interests have scheduled the construction in Canada of 64 theatres costing $6,000,000. The first of these (in Toronto—1,200 seats) has just been completed and is reported to show a tendency toward uneconomic lavishness. Some of the theatres are said to have been contracted for by the Rank organization on rental bases which amount to surprisingly high percentages of the cost of construction. (Ed note: Cost of Rank's building program is estimated at $20,000,000.)

A most important part of exhibitors' incomes is through the sale of popcorn, candy, ice cream, etc., in the theatres. The best theatres have candy counters conspicuously placed in their entrance vestibules.

Advertising

As in the United States, practically all media are used to advertise films. The most effective and most extensively used are newspaper advertisements and newspaper accounts of press agents' stories. United States film magazines are very widely read. Canadian, British, and French film magazines together probably do not sell a total of 1 percent of the United States publications, which are usually available on the newsstands at United States prices. There are a few locally produced French-language motion-picture magazines in the Province of Quebec.

Influence on Sale of United States Merchandise

United States films, United States magazines, and United States radio broadcasts are the principal means of familiarizing Candians with United States merchandise. Although the film certainly does its part in publicizing them, it is difficult to assess the degree to which it may be responsible for the purchase of United States goods.

16 mm. Theatrical Films

The market for 16 mm. entertainment motion pictures in Canada is outstandingly favorable and worthy of development in the immediate future. The considerable portion of the population which lives in theatreless villages constitutes a keen audience for showings of theatrical films in town and parish halls and by mobile projection units. Revenue from the rentals of 16 mm. films is a separate source of income which does not even partially supplant that obtained from 35 mm. films. In the Province of Quebec (population 3,331,882), children under 16 are forbidden to attend the showing of any films which are not purely educational and for which admission is charged. This has resulted in the complete absence from the commercial theatre of the most ardent class of fans, and the acquisition of their patronage by church and other private showings to which admission is usually charged.

The distribution of 16 mm. films is far from well organized. There is not as yet any really satisfactory channel through which such theatrical films can be circulated to the many small independent exhibitors. Some exhibitors have been known to show films in prohibited districts where the same pictures in 35 mm. version has been contracted for future screening, and to behave otherwise irresponsibly. Many distributors are very conservative about engaging in the 16 mm. field in Canada. What seems to be needed is a special body, such as the Film Board of Trade which is an organization of members of the industry to regulate various aspects of the 35 mm. film distribution business.

Trade Restrictions

United States 16 mm. entertainment films enter Canada freely, without permits or other formalities, upon the payment of 20 percent ad valorem import duty and 8 percent sales tax. The valuation for customs purposes must not be less than 8 cents per linear foot. British 16 mm. films are admitted free. Films may be distributed without restrictions, but the principal motion-picture companies and theatre chains have an agreement that 16 mm. films will not be rented for showing within about 12 miles of a place where a 35 mm. film theatre is in operation. Exceptions are made in the cases of showings to schools and to shut-ins. Usually 16 mm. versions are not shown until at least 1 year after the screening of the 35 mm. equivalent. All 16 mm. pictures shown are made of safety film, and there are no fire laws governing the storage of acetate-nitrate base film made under fire protection standards.

Distribution

Censorship of 16 mm. films is handled by the authorities of each of the nine Provinces in Canada in the same manner as for 35 mm. films, except in the Province of Quebec where, because 16 mm. films have always been exempt from censorship, the subsequently introduced 16 mm. entertainment films also go uncensored. (Ed note: Quebec is no longer an exception.)

The distribution of 16 mm. versions is now a healthy business which may be expected to expand materially in the immediate future. Some exchanges specialize in the 16 mm. trade while others are just beginning to handle it, but it is recognized that the potential market is very good. The amounts of rentals vary widely, and are usually worked out on scales by which the exhibitor pays larger amounts for the first 2 days than for subsequent days. A typical charge to a small village exhibitor is $45 per film per week, but there is a great variation caused by differences in type, quality, and length of the films as well as the rentor's capacity to pay. When sold outright, 16 mm. films bring from $35 up per reel. Labor union requirements for distribution and exhibition are not onerous financially—for showing in theatres they are the same as in the case of 35 mm. films, for other showings 16 mm. films are distributed and delivered through the same channels as 35 mm. films, and safety films may be sent through the mails.

Equipment

While the 16 mm. theatre is still rare in Canada, there may be as many as 6,000 16 mm. projectors in the country. There are probably 500 in the Province of Quebec alone. There the Provincial Government has just added 50 to its former lot of the same number, and the National Film Board maintains a further 50. In Canada there are 300 National Film Board mobile units and approximately 200 other mobile units not including those operated by school systems. Canada manufactures only one noteworthy 16 mm. sound projector, the Audio-Visual Educator. This machine retails for $650 and its sale is being actively promoted. Very little equipment manufactured in countries other than the United States is in use. The principal distributor of 16 mm. projectors in Montreal is now 6 months behind in supplying new machines to customers.

Paramount Purchase 'After Midnight'

Paramount has purchased Martha Albrand's "After Midnight," a story about an American in quest of an imitation of a great painting. The background is laid in Italy. "After Midnight" will appear as a serial in The Saturday Evening Post and will be published as a novel by Random House.

Paulette Goddard In Fox' 'Yellow Sky'

Twentieth Century-Fox has borrowed Paulette Goddard from Paramount for the starring role opposite Gregory Peck in "Yellow Sky." The picture will have Lamar Trotti producing and William A. Wellman directing. Others announced for the cast are Richard Widmark, Robert Arthur and John Russell.

French Color At B&W Neg Rates?

(Continued from Page 1)

and white to shoot, print or project.

Claimed to be far more accurate in recording color on film, Rouxcolor is obtained by installing adapters between the lens and film of regular cameras and projectors and using ordinary film. No other modification or changes are necessary. Representatives of an American movie corporation at the exhibition in the French capital were enthusiastic and stated results were unbelievable. Scenes taken with a hand-held newsreel-type camera equipped with an adapter were projected by Roux and appeared to be views of a number of back yards.

Although subjects of the pictures and the camera technique appeared amateurish, colors and details, especially in shadows, were superior to Hollywood color efforts. The quality has been found so good that France's top producer, Marcel Pagnol, has scrapped his latest movie "La Belle Meuniere" to do it over again in Rouxcolor.

The process works on the well known principle of color separation which, although widely applied in still photography, has never been found practical for moving pictures. Behind a normal lens Roux installs a complicated system of prisms that breaks an image up into four identical smaller images.

These four images are then filtered by four separate filters representing primary colors. Instead of one large black and white image on film, the new process has four smaller ones in the same space, one representing red, the others green, blue and yellow; all in terms of black and white.

These four simultaneous picture are exposed at the same rate as normal black and white film. The film is processed by the same methods as normal black and white film which as a matter of fact is just what it is.

Projection is the same process as exposures in the reverse, four small black and white images are turned back into white light images which, in turn, are "dyed" in their respective colors by filters, mixed by prism attachment and projected onto a screen by normal projection lens.

Wrather Casts Star

Rod Cameron has been signed by producer Jack Wrather as co-star with Bonita Granville and Don Castle in "Strike It Rich," his first independent production for release by Allied Artists. Herbert J. Leeds has been signed to direct the film.

Echoes and Reflections

Movie-Goers Get Just What They Want

(From the Sault Ste. Marie Star)

It has been fashionable for some time to deplore the sort of "intellectual pap," as one description has it, which is alleged to be Hollywood's conception of the ideal fare for movie-goers. Here in the Sault, however, we've just had an example of what happens when movie makers seek to tempt the public with somewhat more substantial offerings.

The reference, of course, is to Sir Laurence Olivier's attempt, in "Henry V," to gauge the appeal of Shakespeare to a public whose intelligence is supposed to have been too long insulted by boy-meets-girl variations of about comic strip literary level. But where packed houses and boxoffice queues seem to be the rule rather than the exception these days, Henry played at a local theatre last week to houses in which wide open seating spaces were dismally conspicuous, except in matinees at which student attendance apparently was encouraged by educational authorities.

It may be that the price had something to do with this rush to stay away from Shakespeare. More honky-tonkish supercolossals also have suffered at the boxoffice as the result of raised prices. We're in no position to judge whether such increases are justified, although in the case under discussion it strikes one that in cast and in splendor of costumes and setting the production must have been an expensive one.

There was a day, however—and at that, a day when people were not nearly so "fast with a dollar"—when similar prices for the privilege of seeing Shakespeare enacted would have been paid cheerfully by as many as any theatre in a community the Sault's size could hold. And it would have been paid simply for the privilege of hearing the majestic lines, for there could be no comparison, in talent, in the beauty and spectacular qualities of the setting or in attention to historical detail, between the offering of a road company of the calibre which would play a community of this size and the production just neglected.

And so it may be, when complaints are raised that movie makers unflatteringly direct their appeal to the juvenile mentality, we should seek in ourselves the answer. Film producers and theatre operators, after all, are not in business for reasons of health, any more than are farmers or grocers. Even if they were, in this day and age none of them could survive more than one ambitious and expensive production, rewarded only by a thin trickle of boxoffice patrons.

Two Stars Set For Horizon Starter

Horizon Productions, Inc., the newly-formed John Huston-Sam Spiegel organization, announced recently that Jennifer Jones and John Garfield have been signed for the starring roles in a production which will be released through Columbia Pictures. The film will be based on one of the stories in Robert Sylvester's best seller, "Rough Sketch."

Huston, now writing the screenplay in conjunction with Peter Veirtel, will direct and Spiegel will produce.

'Kiss In The Dark'

Joan Crawford and David Niven will star in Warner's "Kiss in the Dark."

Masque Productions' First Film Shooting

"Million Dollar Weekend," first film production of the newly-formed Masque Productions headed by Matty Kemp and Gene Raymond, has gone before the camera.

Raymond will act in the dual capacity of star of the picture and director, with the balance of the cast headed by Francis Lederer and Osa Massen. The screenplay by Charles Belden is based on an original story by Kemp and Raymond.

Fay Baker Signed

Fay Baker, stage actress, has been signed to star with Warner Baxter in Columbia's "Gentleman From Nowhere."

USA Pic Writers Sue Producers

(Continued from Page 1)

writers and the Screen Writers Guild.

As reported in the New York Times, the plaintiffs, who are suing under the anti-trust laws, assert that their civil liberties have been endangered and that the producers threatened the free market for original and creative work. The writers ask an injunction.

The complaint was based on a meeting in New York last Nov. 25th. The producers then adopted a resolution declaring that they would not "knowingly employ a Communist or a member of any party or group which advocates the overthrow of the Government of the United States by force or any illegal or unconstitutional method."

Referring to the agreement reached at that meeting as a "code," the complaint said:

"That code impairs and threatens to destroy the free market for original and creative work and thus irreparably damages and threatens to damage the plaintiffs. It infringes and endangers their civil liberties by setting up vague and indefinite standards of social and political affiliation, which are to be enforced by concerted action of all defendants."

The complaint was prepared by Thurman Arnold, former head of the Justice Department's anti-trust division, and Roy P. Monahan. It declared that the writer-plaintiffs never had been members of the Communist party.

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